

ABSTRACT OF THE DISCLOSURE

A clip-on fastening system includes a component having a clip area and a prefabricated, extruded fastening element having a cross-sectional shape corresponding to the clip area. The fastening element has a hardened continuous profile with a hardness of at least approximately 40 Shore D and is connected to a substrate in a force-fitting manner. The fastening element is pressed against the substrate with a pressure roller while gluing the fastening element to the substrate to form a finished fastening element. The fastening element functions as a base part of the clip-on fastening system and detachably fastens the substrate to the component when the component is clipped onto the finished fastening element.